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## **Sunset Peaks, 2-ac parcel**

### **2. General Plan Amendment Project Justification**

May 15, 2006

The Owner, Sunset Peaks, LLC, is applying for a zoning change for 14601 N. Scottsdale Road (parcel 215-56-018) from an existing I-1 Industrial zoning to C-3 Commercial zoning with an accompanying height and volume modification.

The existing property contains one of the oldest and underutilized buildings in the Airpark. It is a 1973 warehouse building with adjoining front-offices. The building is one-story; approximately 15 feet in height; 22,541 s.f.; with 59 parking spaces. Screen walls surround three of four sides of the property with an oleander hedge on the 4<sup>th</sup>. Three and four-story office buildings surround the site to the north and northwest with other warehouse / office buildings on the east / southeast. Existing vegetation on-site is sparse and consists of Mexican Fan Palms and large areas of turf. Access to the property is via Acoma (on the south) and 73<sup>rd</sup> Street (on the east). Across Scottsdale road, in Phoenix, are new, fully occupied offices and retail buildings. Nearby retail properties include The Shane Company, located directly to the east, Steinway Piano to the south east, and Wells Fargo Financial Center to the south. Just north of the site is Kierland Commons, and the proposed Camberlango located at Greenway and Butherus Roads.

This request reflects the continued re-vitalization of the properties west of the Airpark along Scottsdale Road. We wish to take advantage of our Scottsdale Road frontage and unique location in the City with a new mixed-use development. Plans are for retail space on the first floor extending the retail experience from the west side of Scottsdale road and north from Kierland and Camberlango. The second and third floors will provide office space furthering the development of the employment core designated by the general plan in the airpark region; residential uses are not planned.

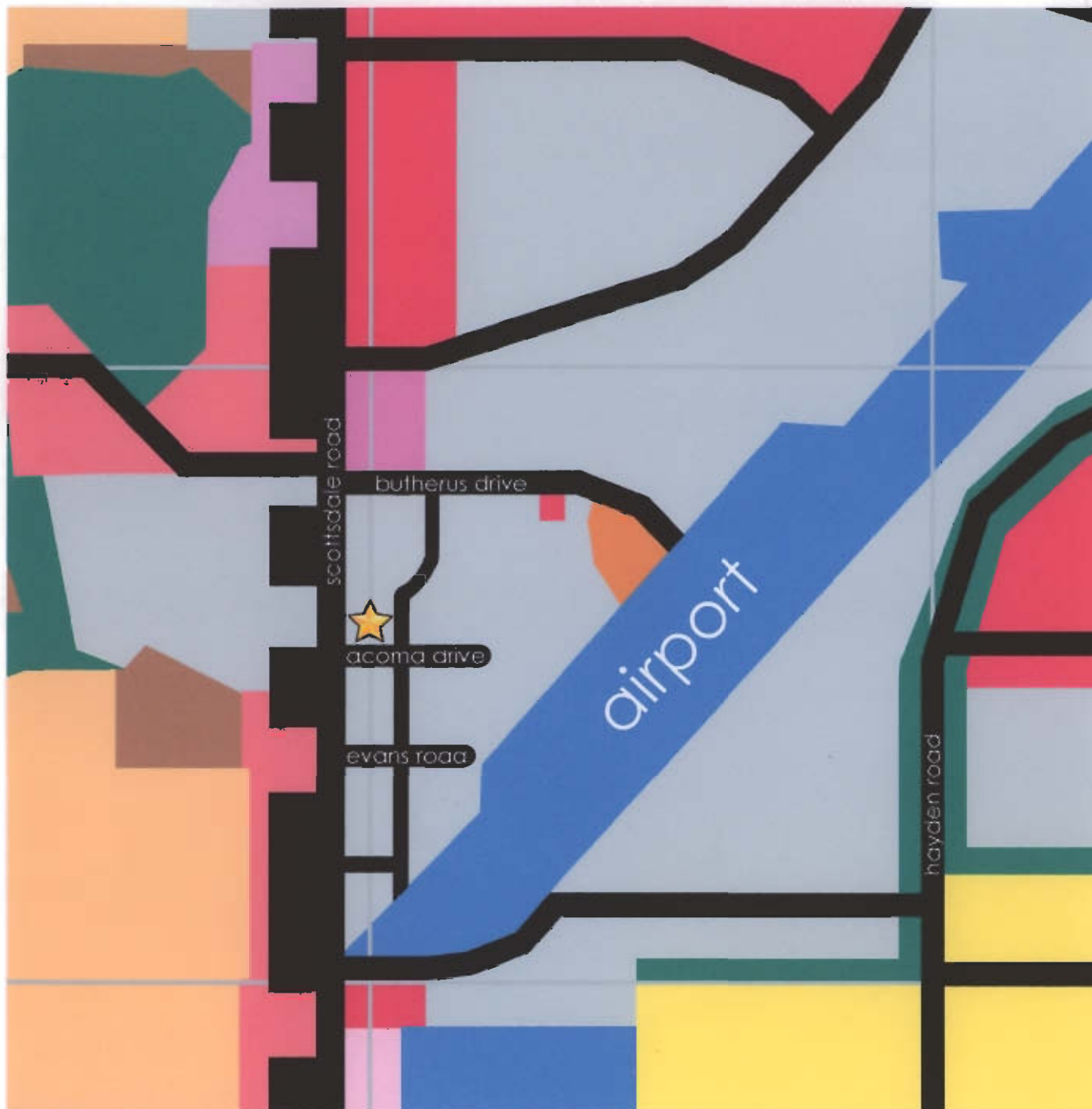
We wish to build a top-quality development that enhances each of our neighbors, the overall Airpark, and continues to extend the development seen to the north near Frank Lloyd Wright Boulevard. The landscape design will exceed the required square footages for a C-3 zoning and will be low-water use, largely indigenous plants that provide shade and respect the desert climate. No access directly onto Scottsdale road is planned in order to provide ample front yard open space that exceeds the current requirements. Underground parking will be provided to further expand the open space to south and east of the site. The Architecture will be of an international quality that will attract businesses and patrons alike, and will exceed the architectural and aesthetic standards heretofore seen in this area. With appropriate study and discussion to come, we are considering building heights similar to those existing in the neighborhood, i.e. adjacent three-story office buildings and nearby Kierland Commons and the Camberlango development. This will result in a more compact building envelope and greater open space.

The building consists of approximately 72,255 s.f. with the first floor totaling 23,807 s.f. of dedicated retail space. The east and north sides, at ground level, comprise the retail experience and are tied

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together and defined by a continuous and generous shade canopy. The proposed height and volume modification will add important benefits to Scottsdale's competitiveness in this employment core. Benefits include added height to each of the three rentable floors, visibility from neighboring retail and commercial districts, as well as providing more open space on the site. This increase in height will also draw more tenants as we take advantage of views back across the airpark and to the activity on and around the runway. The ample open space provided at Scottsdale Road and the storefront walk along the east side of the building will ensure a memorable and pleasurable experience for the patrons, and vehicular traffic passing the site.

With a change in the zoning and General Plan for this area of the City, private owners, patrons and the City as a whole have an opportunity to continue the revitalization of the Scottsdale Road corridor. Regaining the lead in planning and development at the Airpark will reflect the changes in the market place and relate to the surrounding context.



Existing General Plan



- Commercial
- Office
- Employment
- Natural Open Space
- Developed Open Space (Parks)
- Developed Open Space (Golf Courses)
- Cultural/Institutional or Public Use
- Rural Neighborhoods
- Suburban Neighborhoods
- Urban Neighborhoods
- Mixed-Use Neighborhoods
- Resorts/Tourism
- Shea Corridor
- Mayo Support District
- Regional Use District
- McDowell Sonoran Preserve (as of 6/2003)
- Recommended Study Boundary of McDowell Sonoran Preserve
- City Boundary
- Location not yet determined

Adopted by City Council October 30, 2001  
 Ratified by Scottsdale voters March 12, 2002  
 revised to show McDowell Sonoran Preserve as of May 2004  
 revised to reflect General Plan amendments through June 2004

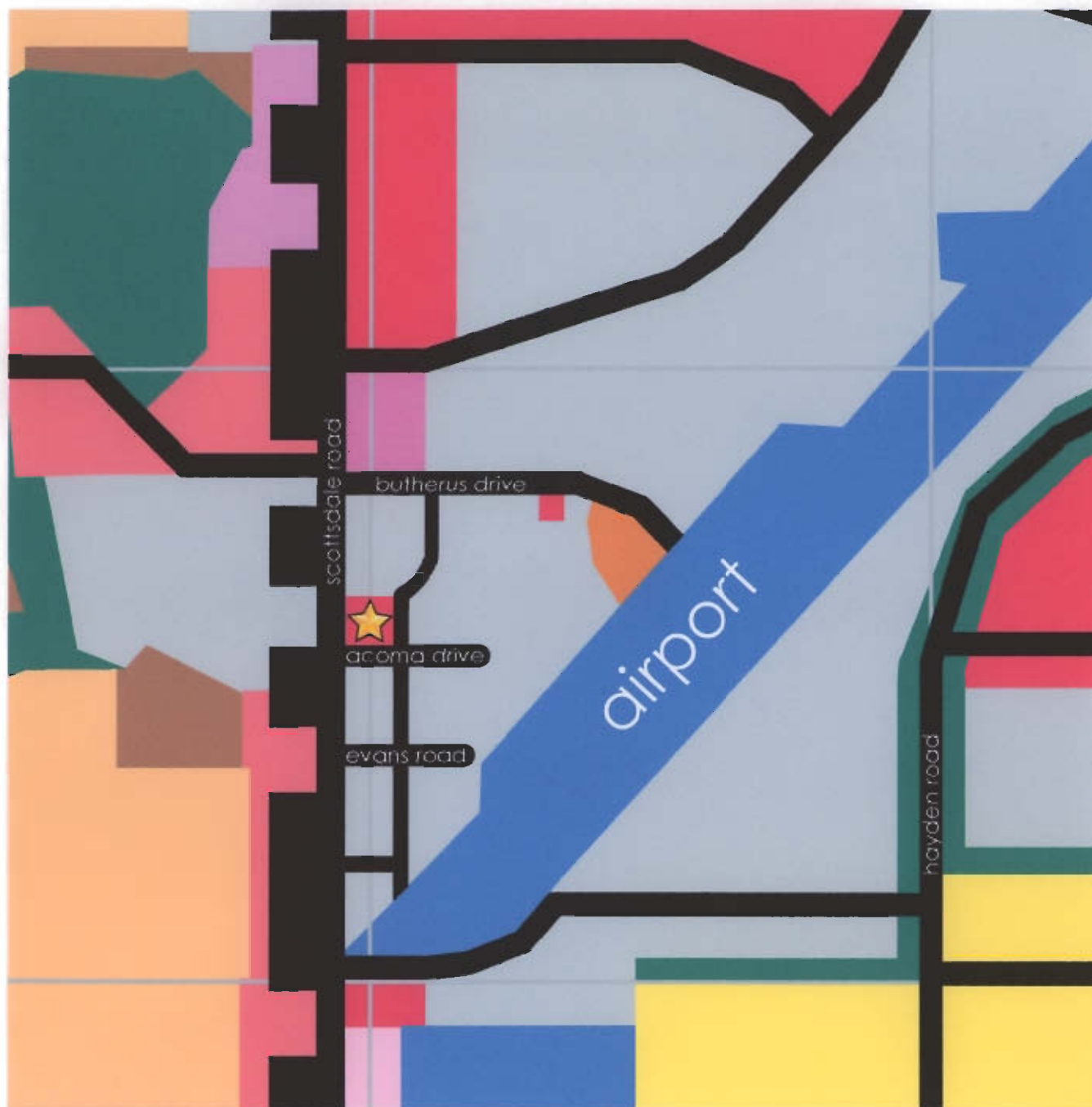
**LAND USE ELEMENT**

Sunset Peaks  
 813-PA-2005  
 2.14 acres

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Proposed General Plan



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